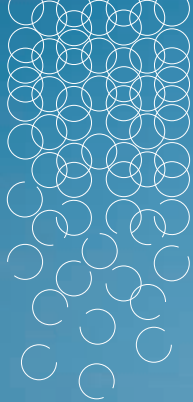


 PHARMANEX®



RESET
REVIVE
RENEW

 ageLOC® VITALITY



“Within the first week, I started to feel this clean, calm, even flow of energy and stopped reaching for coffee or carbs in the afternoon.”

MICKEY E., NU SKIN DISTRIBUTOR, SANTA BARBARA, CA



“I feel energetic when I wake up in the morning, and I am more active without feeling tired at the end of the day!”

MAURICIA K., NU SKIN DISTRIBUTOR, SAN RAFAEL, CA

“I absolutely love ageLOC Vitality! During my first month on the product I’ve made several back-to-back trips without feeling jetlagged.”

PAULA E., NU SKIN DISTRIBUTOR, MIAMI, FL



TAP INTO YOUR YOUTHFUL VITALITY

Sustained energy and youthful vitality are no longer a dream. Nu Skin's first ageLOC nutrition product improves the three dimensions of vitality—physical vigor, mental acuity, and sexual drive—by promoting healthy gene activity associated with youthful vitality. Through targeting the sources of age-related vitality loss, ageLOC Vitality helps you feel more like you did when you were young.*

WHAT MAKES AGELOC VITALITY UNIQUE

- Only product specifically designed to promote healthy gene activity associated with youthful vitality.*
- Unlike other one- or two-dimensional supplements, ageLOC Vitality supports healthy vitality in three important ways: physical vigor, mental acuity, and sexual drive.
- Raises baseline energy with consistent use, helping you avoid the highs and lows of harsh stimulants and excessive sugar.*
- Formulated with a proprietary, efficacious blend of ingredients designed to specifically influence vitality.*

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

A large, light gray graphic of the number "90%" is positioned behind the text in this section.

INITIAL FINDINGS SHOW THAT **90% OF CONSUMERS WHO TRIED AGELOC® VITALITY FELT POSITIVE CHANGES IN FATIGUE LEVELS WHILE TAKING IT OR NOTICED AN INCREASE IN FATIGUE AFTER DISCONTINUING USE.****

** Based on Consumer Use Survey



AGELOC® VITALITY
180 CAPSULES, 30 DAY SUPPLY

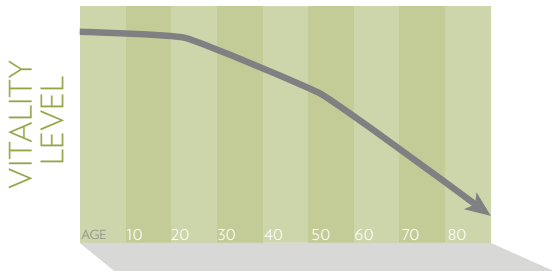
WHAT WAS YOUR FIRST SIGN OF AGING?

As we age, our bodies' ability to effectively generate and utilize energy declines, which can rob us of youthful vitality. The loss of vitality is one of the first signs of feeling older that people notice. By the time they reach their mid to late thirties, most adults report a decline in youthful vitality—reporting it even before they notice their first wrinkle. Loss of physical energy, reduced mental acuity, and the lack of sexual drive are common signs of aging—what we call the loss of vitality.

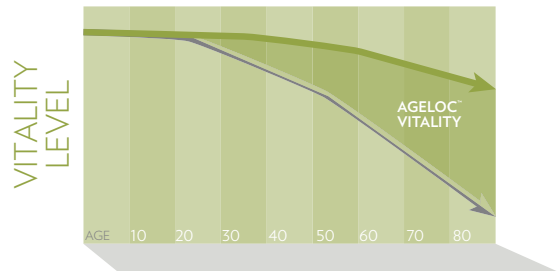
Studies show that:

- 85% of consumers are concerned about their energy and stamina levels¹
- From age 30 to 60 people experience a 40% decline in ability to concentrate²
- As we age, sexual desire declines 66% in women and 37% in men³

Vitality generally decreases with age. Our bodies' ability to effectively generate and utilize energy declines, which may rob us of youthful vitality.



ageLOC Vitality targets the sources of age-related vitality loss, to help you feel more like you did when you were young.*



¹ Datamonitor: Global Consumer Fatigue Report. April 2009

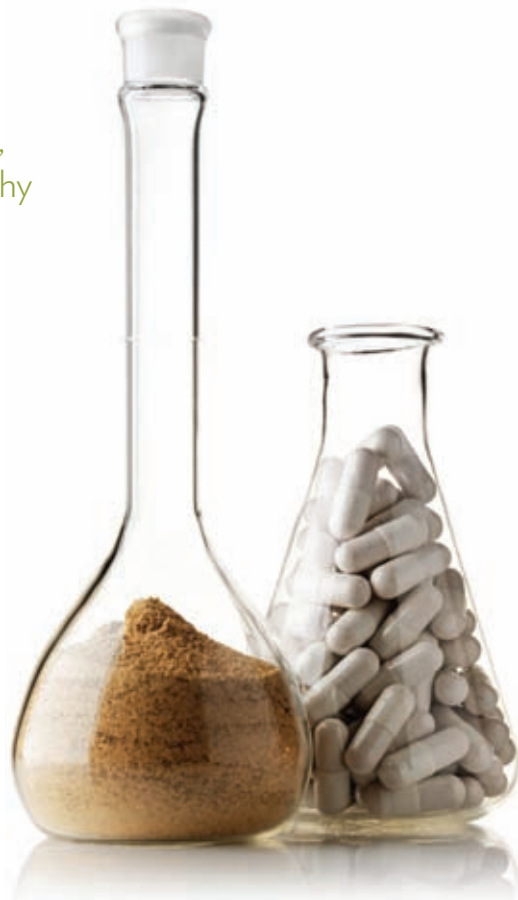
² Salthouse TA. When does age-related cognitive decline begin? *Neurobiol Aging* 2009;30:507–514.

³ Lindau ST, Gavrilova N. Sex, health, and years of sexually active life gained due to good health: evidence from two US population based cross sectional surveys of ageing. *BMJ* 2010;340:c810.

“We’re taking ageLOC inside the body, initially by focusing on promoting healthy mitochondrial gene expression. Simply put, if you can preserve mitochondrial function then you can preserve youthfulness or true vitality.”

Mark Bartlett, Ph.D.

VICE PRESIDENT, GLOBAL RESEARCH & DEVELOPMENT

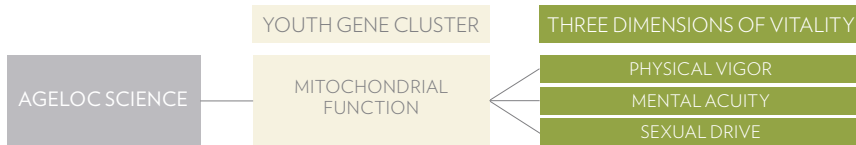


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AN INNOVATIVE APPROACH

Deep inside each of our cells, tiny cellular “power plants” called mitochondria create the energy that fuels our bodies. Mitochondria are the key source of youthful vitality and are most highly concentrated in the brain, heart, and muscle. As we age, the efficiency and number of our mitochondria decline, and energy production can’t meet the demands of our bodies. Nu Skin’s ageLOC approach identifies how this source of vitality can be influenced.

MITOCHONDRIAL YOUTH GENE CLUSTER & YOUTHFUL VITALITY



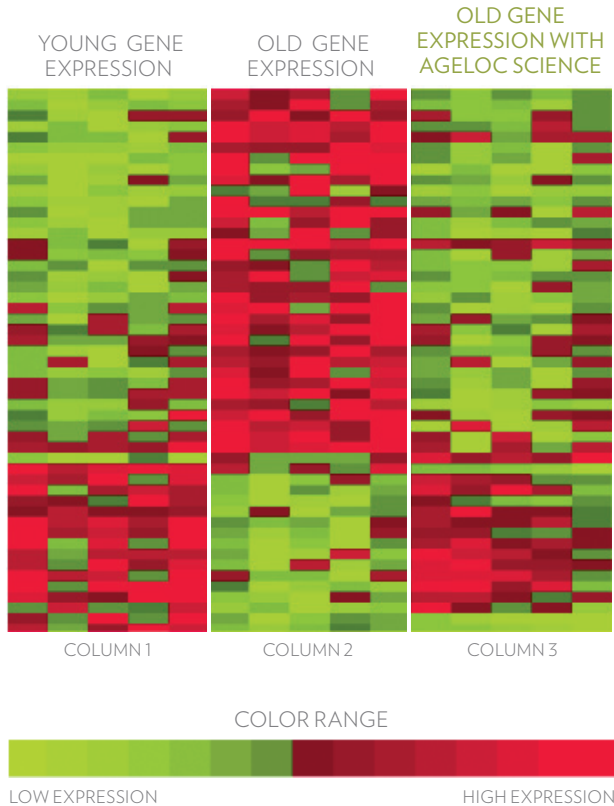
Together with our exclusive research partner, LifeGen Technologies, we have identified a vitality Youth Gene Cluster (YGC); and through our research we have learned how to target and reset the mitochondrial related YGC to promote a more youthful expression pattern.



The YGC related to our mitochondria is comprised of 52 genes related to vitality. As we age, the activity pattern of this YGC shifts, contributing to a loss of vitality. With ageLOC science, we have the ability to identify, target, and reset the vitality YGC—in a pre-clinical test, **ageLOC science reset 92% of the genes in the YGC to promote a more youthful gene expression pattern.*** (SEE FIGURE A)

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FIGURE A: VITALITY YGC HEATMAP



92%

COLUMN 3 SHOWS HOW AGELOC SCIENCE **RESET 92% OF THE GENES** TOWARD A MORE YOUTHFUL GENE EXPRESSION PATTERN.

FIGURE A DESCRIPTION

This heatmap illustrates gene expression of three groups from a pre-clinical test with one of the ageLOC Vitality ingredients: young (column 1), old (column 2), and old with ageLOC science (column 3). Each row represents one of 52 genes comprising the mitochondrial Youth Gene Cluster. Columns 1 and 2 show that each of the 52 genes became more or less active during the aging process. In column 3, the YGC activity pattern of the old with ageLOC science group has been reset to a gene expression pattern similar to the young group in column 1.¹

¹ *Transcriptional Biomarkers of Mitochondrial Aging and Modulation by Cordyceps Sinensis Cs-4*. Gordon Research Conference, Biology of Aging, Determinants of Health-Span: From Cells to Humans, August 22-27, 2010, Les Diablerets Conference Center, Les Diablerets, Switzerland.



IF **YOU** WANT TO RESET
YOUR PHYSICAL VIGOR,
MENTAL ACUITY,
AND SEXUAL DRIVE, ORDER
AGELOC VITALITY TODAY.

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OR VISIT NUSKIN.COM
FOR MORE INFORMATION





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